

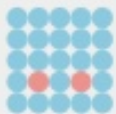


THE OPTIMALIZATION AND PRODUCTION PLANNING OF FROZEN SHRIMP IN PT CENTRALWINDU SEJATI SURABAYA.

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The purposes of this study were to analyze the production planning of 2002 of PT Centralwindu Sejati Surabaya based on the optimal solution of type and amount of products which matched with the profit target, market demand and the company's resource constraints. The methods used in this study were Quantitative Forecasting Method and Goal Programming. The results showed that six types of products can be produced with the same amounts as targets. The results suggest that to perform the production planning of 2002 based on the optimal solution, the company should use overtime and shifts capacities for several machines and also rent certain plant facilities of other related companies.

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